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..CLASSIFICATION:
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SERIAL: NC1906144991

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ONLY MOD

STAT

SUBJ: Service -- Further on Athens Radio, Sourcelines

REF: 1. WA1006155291 service--request for greek cruising info
2. NC2205113191 svc on sourceline questions

TEXT:

..TAGS:
..SUBJECT:
Service -- Further on Athens Radio, Sourcelines
..AUTHOR:
..AFFILIATION:
..TARGET OF BROADCAST:
..REFERENCE:
1. WA1006155291 service--request for greek cruising info
2. NC2205113191 svc on sourceline questions

..SOURCE LINE:

..SUBSLUG:

..SUMMARY:

..TEXT:

1. Details requested in ref are as follows:

..TEXT:

a. Athens DS English-language identification announcement:

..TEXT:

"This is Athens. You are listening to the first program
of the Greek Radio."

..TEXT:

b. Athens 4th program's identification announcement is different from those of the other three domestic services for reasons of euphonics. In Greek, "ERA tessera sta FM kai sta mesaia se oli tin Elladha" sounds like an adman's slogan and tends to raise the importance of the radio. Technically, this used to be the old armed forces network which was merged with Athens radio proper under Papandreou's antimilitarist administration. The old employees simply are trying to retain some of their old image; ergo the catchy phrase.

..TEXT:

2. As long as we are on the subject, we would like to continue the discussion on sourcelines based on this bureau's suggestions and MOD's criteria for sourceline formulation. The more we study MOD's guidelines, the more we are convinced that our suggested sourcelines fall within them, especially within the basic context of the purpose of a sourceline.

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ops 9.15

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..TEXT:

3. As we understand it, the basic purpose of a sourceline is to identify the source clearly, accurately, and simply for the consumer. In addition, new guidelines provide specific information as to the identification of the broadcaster and the program or network. A broadcast sourceline first identifies the origin of the broadcast (Nicosia or Athens) and the language (Greek or English). The new formulation goes beyond the old domestic or international service designator for a more specific formulation of the broadcaster, e.g. CyBC or ERA when its name is easily identifiable; or more generalized--e.g. Radio Baku--when it has no specific name. Despite the proliferation of private broadcasters worldwide, most broadcasters covered by FBIS continue to be state-run or state-funded.

..TEXT:

4. Most consumers are not familiar with the details of the broadcasters' ownership or affiliation; they only know them as "Athens radio" or "CyBC radio." Hence, the need for a simple sourceline which conveys basic information about the broadcaster but does not confuse the consumer with an unclear vernacular or other inconsistencies. We proposed our sourceline criteria in second ref with this in mind. While these criteria also are arbitrary, they do provide an easily understood and consistent formulation for consumers while minimizing the gray areas. As you recall, we proposed that: initialisms or abbreviations be incorporated in the sourcelines as part of the identification, all sourcelines be rendered in English, and numerals be used to identify multiple programs or networks. In a modification of one of our previous criteria, we now propose to delete the country's name from the sourceline except where it clearly is an integral part of the broadcaster's identification, e.g., Jerusalem Voice of Israel or Tehran VIRI. The inclusion of the country's name in the sourceline as broadcast such as "Arab Republic of Egypt" or "Republic of Iraq" adds nothing to the consumer's knowledge about the source. Also, we suggest avoiding redundancy or unnecessary details in sourcelines. For example, "Cairo Radio Network" should suffice for "Cairo Arab Republic of Egypt Radio Network."

..TEXT:

5. We have no trouble with the arbitrary nature of sourceline formulation if it is consistent. We believe that the sourcelines for this bureau's coverage proposed in second ref (with some refinements) meet your criteria and are consistent. We ask that you review them again and tell us why they are unsatisfactory, according to your guidelines. Our proposed sourcelines are as follows:

..TEXT:

Nicosia CyBC 1st Program Radio Network in Greek

..TEXT:

Nicosia CyBC Radio in English

..TEXT:

Nicosia CyBC Television Network in Greek

..TEXT:

Cairo Radio Network in Arabic

..TEXT:

Cairo 1st Program Television Network in Arabic

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..TEXT:

Athens ERA 1st, 2nd, or 4th Program Radio Network in [language]

..TEXT:

Athens ERT 1st Program Television Network in Greek

..TEXT:

Baku Republican Radio Network 1st Program in [language]

..TEXT:

Yerevan Republican Radio Network 1st Program in [language].

..TEXT:

6. To explain the sourcelines for the Soviet-based broadcasters, we offer the following formulation, which we think conveys a more exact description of each service within the Soviet Union. This formulation also follows our suggested criteria. Our formulation identifies the source of the distinct services within the republics (republic, oblast, city), providing the consumer with a clearer understanding of the scope of the broadcast and intended audience. For example:

..TEXT:

Kiev Republican Radio Network 1st Program in [language]

..TEXT:

Kiev Oblast Radio Network in

..TEXT:

Kiev City Radio Network in

..TEXT:

Odessa Oblast Radio Network in [language]

This approach accounts for all of the services associated with our example, Kiev, the scope and target of each broadcaster. And with Odessa, it accounts for a separate oblast broadcaster within a republic. MOD already uses this formulation to an extent when it identifies the separate Moscow services from the all-union and orbita services to the Moscow Oblast service.

..TEXT:

7. Welcome comments. 19/1449z jun

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..ANNOTATION:

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